

GARDEN STATE / ATLANTIC CITY (N.J.)

PICTORIAL DISPLAYS

Year	Days	Dates	Official Attendance	Average Daily Attendance	Cost	CPM Attend.
1978	98				\$4,000	
GARDEN STATE MONMOUTH ATLANTIC CITY	25	4/15 - 5/14			\$32,000	
	84	6/1 - 9/30	649,068	7,727	(INCLUDING MONMOUTH)	
1979	86	5/25 - 9/4			\$26,000	
ATLANTIC monmouth	87	5/15 - 9/3	470,433	6,200		
	173		993,125	11,415		
1980						
ATLANTIC (MONMOUTH)	72	6/15 - 9/13	536,915	7,355	20,000	combined with monmouth
	87	5/23 - 9/11	1,040,172	11,956		
1981	75	6/1 - 9/12	561,000	7,480	\$6,500	
Atlantic Monmouth	110	5/1 - 9/5	1,150,710	10461	12,000	

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GARDEN STATE / ATLANTIC CITY (NJ)

L.B. (SPENCER) THROUGH 1974
PICTORIAL DISPLAYS EFF. 1975

Year	Days	Dates	Official Attendance	Average Daily Attendance	Cost	CPM Attend.
1974						
ATLANTIC CITY	44	8/25 - 10/19	?			
ATLANTIC CITY @ MONMOUTH	<u>16</u> <u>60</u>	5/29 - 6/1, 8/12 - 8/24	684,482	11,408		
GARDEN STATE	60	3/2 - 5/27	767,298			
TRI-MEET @ GARDEN STATE	15	2/12 - 2/28	<u>171,767</u>			
		TOTAL GARDEN STATE	939,065	<u>12,521</u>		
		TOTAL 2 TRACKS	1,623,547	<u>12,026</u>	22,609	\$ 13.93
			584,078 75 days			
1975						
ATLANTIC CITY ATLANTIC CITY @ MONMOUTH	42 33	6/9 - 7/28 8/25 - 10/4	311,220 275,837 308,241	<u>7,410.00</u> atlantic 7,942.10.00	17,000	\$ 11.52
GARDEN STATE	<u>73</u> <u>148</u>	3/1 - 5/27	579,766 1,475,064	<u>7,942.10.00</u> 9,967		
1976						
Garden State	75	3/16 - 6/10	1,274,280			
atlantic City @ Garden State	36	2/3 - 3/15		11,480	17,000	\$ 10.55
atlantic City	<u>39</u> <u>150</u>	7/7 - 8/30 nites	335,829 1,610,109	<u>8,611</u> 10,734		
1977						
Garden State	63	2/1 - 4/14	1,697,788	11,076		
Atlantic City @ Garden State	25	5/2 - 5/30	181,575	7,263		
Atlantic City	<u>22</u> <u>110</u>	7/6 - 7/30	153,142 1,032,505	<u>6,961</u> 9386		

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GARDEN STATE/ATLANTIC CITY (N.S.)

LEO BURNET (SPENCER)

Year	Days	Dates	Official Attendance	Average Daily Attendance	Cost	CPM Attend.
1970						
ATLANTIC CITY	60	8/10-10/17	709,496			
GARDEN STATE	<u>60</u>	4/20-5/30, 10/19-11/14	<u>957,147</u>			
	120		1,666,643	13,889	\$25,399	\$ 15.24
1971						
ATLANTIC CITY		8/10-10/18	646,984			
GARDEN STATE	<u>—</u>	4/17-5/31, 10/19-11/13	<u>869,300</u>			
	120		1,516,284	12,635	\$31,481	\$ 20.76
1972						
ATLANTIC CITY	60	7/21-10/16	753,600	12,560		
GARDEN STATE	<u>60</u>	4/22-5/29, 10/17-11/18	<u>867,960</u>	<u>14,465</u>		
	120		1,505,352	12,544	\$22,609	\$15.02
1973						
ATLANTIC CITY	60	8/13-10/20, 10/22-11/24	935,790	10,397		
GARDEN STATE	<u>60</u>	3/10-6/2	<u>923,040</u>	<u>15,384</u>		
	120		1,858,830	12,392	\$22,609	\$12.16

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